



You can now use Jiffy to pay for your Bergamo public transport season ticket thanks to an agreement between the ATB, UBI Banca and SIA

Azienda Transport Bergamo (ATB – Bergamo public transport) has reached an agreement with UBI Banca and SIA to allow public transport season tickets to be purchased using a smartphone thanks to the Jiffy service which links a cell phone number to a user's season ticket card (b-card). This is an absolute first in Italy.

Bergamo, 10th August 2018 – Starting today you can purchase an ATB season-ticket using your smartphone thanks to the jiffy service, provided by UBI Banca and SIA. This service allows you to transfer cash in real terms between individuals and to pay using a cell phone, which now joins cash and the more traditional methods of digital payment such as credit cards as a means of payment.

By using Jiffy ATB customers can purchase or renew a season ticket in a few simple steps with the amount debited on their current accounts or on their payment cards with IBAN. Thanks to the use of a smart phone, purchase and renewal is easy and immediate. The transaction is not only fast but takes place in a secure environment with no information leaving the bank's systems.

Purchase and renewal of a season ticket takes place in a few simple steps

In order to purchase or renew an ATB season-ticket using Jiffy you first need to register on the site atb.bergamo.it where you will find all the instructions you need to link your personal card (b-card) or those of members of your family to your cell phone number that is linked to the Jiffy service. This will enable payment requests to be sent to your cell phone. When requests are confirmed, customers receive their passenger tickets by email.

This initiative confirms ATB's (Azienda Trasporti Bergamo) commitment to providing its customers with innovative solutions to simplify their customer experience both before and during their travel.

The scenario of the digital payment world

The ability to renew an ATB season-ticket (ATB is the first public transport company in Italy to offer this service) is one of the many signs of the growth in alternative means of payment. "New digital payments" grew over the two-year period 2016-2017 by approximately 50% to stand at €46 billion in 2017 and digital transactions made via smartphone increased by 60% to reach a total of €6.7 billion at the end of 2017.

*"The transport sector is going through a period of considerable change and it is paying great attention to innovation in the field of digital payments", said **Natascia Noveri, Marketing Manager at UBI Banca**. "In this context UBI Banca has launched collaboration with ATB, another clear demonstration of its digital vocation. We are studying a totally new and user-friendly user experience with ATP and SIA. We believe that users should be assisted in those circumstances in which ease-of-use, speed and simplicity are key factors in making payments".*

*"As a company ATB has always been customer-satisfaction oriented. The introduction of a new digital and innovative system to renew season tickets certainly moves in this direction. These new technologies are an opportunity to provide a better service to our season-ticket holders and by working with expert partners we are continuing to invest in innovation at the service of public transport", said **Gianni Scarfone, General Manager at ATB Azienda Transport Bergamo**.*



“The use of Jiffy to purchase and renew passenger season tickets is absolutely new in Italy and it shows us just how useful, easy-to-use and secure this service created by SIA is. Together with over 130 banks we have invested considerably in Jiffy over the last three years in order to facilitate digitalisation in Italy and to simplify the use of services by users and citizens”, said **Marco Polissi, Head of Jiffy at SIA.**

ATB Azienda Trasporti Bergamo

Formed in 1907, this now consists of a Group of six companies. The Parent company, ATB Mobilità provides services in the fields of parking, travel information, ZTL's (limited traffic areas) and bike sharing, while its subsidiary ATB Servizi S.p.A. operates in the field of local public transport in Bergamo and in 29 neighbouring municipalities. ATB Servizi S.p.A. is UNI EN ISO 9001:2015 and UNI EN 13816 certified and over the years it has received numerous awards. The last was that awarded in the “Sustainable Mobility” category in the ninth edition of the 2017 Sustainable Development Prize for its Line C Project, the first entirely electric public road transport service in Italy, symbolic of the company's constant commitment to environmental sustainability. On the other hand, the ATB mobile app and co-operation with Moovit, the website integrated with the Google directions service, which became responsive in September 2016 and was further improved in 2017 with accessibility for the non-sighted and with the ATB@home section (useful for both resident customers and tourists), are ways in which ATB satisfies people's needs to find information and make purchases at any time or place and above all rapidly. Please visit atb.bergamo.it and Facebook ATB – Azienda Transport Bergamo to keep in touch with ATB at all times.

UBI Banca

UBI Banca is the third largest commercial banking group in Italy by market cap, with a market share of around 7%, 1,817 branches throughout the country, located mainly in its wealthiest regions and over 21,200 employees. In 2013 UBI Banca was awarded a prize for innovation in banking services in the “Charitable bank” category by the Italian Banking Association and the National Prize for Innovation awarded by the President of the Republic. In 2015 UBI Banca received the Italian Banking Association prize for innovation in banking services in the category “Innovate for the family and young people”. In 2016 UBI Banca's Easy City received a prize at the 2016 MF Innovation Awards. The banking Group received recognition in the non-financial, digital and other services category thanks to this service which reinvents how we shop with a smartphone.

SIA

SIA is European leader in the design, creation and management of technology infrastructures and services for Financial Institutions, Central Banks, Corporates and the Public Sector, in the areas of payments, cards, network services and capital markets. The SIA Group provides its services in 48 countries, and also operates through its subsidiaries in Austria, Germany, Romania, Hungary and South Africa. The company also has branches in Belgium and the Netherlands, and representation offices in the UK and Poland.

In the 2017 SIA handled the clearing of €13.1 billion of transactions, €6.1 billion of card transactions, €3.3 billion of payments, €56.2 billion of financial transactions and carried 784 terabyte of data over networks.

The Group is composed of eight companies: the parent SIA, the Italian companies Emmecom (innovative network applications), P4cards (payment card processing), SIAPay (evolved collection and payment services) and Ubiq (innovative technological marketing solutions), Perago in South Africa, PforCards in Austria and SIA Central Europe in Hungary.

The Group, currently has over 2,000 employees and ended 2017 with revenue of €567.2 million.

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